



CITY OF JANESVILLE

Wisconsin's Park Place:

*Discover the community of choice
to realize life's opportunities*

Dear Prospective Banner Sponsor,

The City of Janesville-Recreation Division would like to provide your business or organization with a unique advertising opportunity to promote your business or organization, event or services. Our fence banner program at Dawson Softball Complex provides a great deal of visibility for your advertising dollar.

Dawson Softball Complex is a four-diamond softball facility located at 920 Beloit Ave in Janesville. The City Recreation Division operates adult softball leagues at Dawson from early May to mid-August. In a typical year, over 10,000 players and spectators play or visit Dawson Softball Complex. Additionally, Dawson is home to multiple weekend tournaments that generate numerous players and spectators of all ages including youth and adults. Tournaments continue to grow each year starting in May and continue through the fall.

In order to make this easy on our sponsors, we have several options available for banner design and creation. Additionally, we have included a price discount for businesses/organizations that are a team sponsor as well. Banners are the property of the business/organization, so they can be reused for numerous other advertising opportunities of your choice down the road or can be reused at Dawson in the banner program in future years.

This banner program is not limited to businesses or organizations. An individual or family could purchase a banner showing their support of our adult softball program and Dawson Softball Complex. Banners will be on display beginning May through the end of October. Ad proofs must be submitted by email prior to production for approval for a new banner or design.

Please find enclosed a program brochure with further details. Should you have further questions please direct them to Shelley Slapak at 755-3032 or slapaks@ci.janesville.wi.us. We look forward to working with you in the future.

Sincerely,

Shelley Slapak

Shelley Slapak
Recreation Director

Janesville Recreation Division
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